

Central Hollywood
Coalition
Board of Directors

★★★

Brian Folb
President
Paramount Contractors

Roxanna Sassanian
Vice President
Sunset Gower Studios

Carol Massie
Secretary
McDonald's Restaurants

Duke Gallagher
Treasurer
The Production Group

Fabio Conti
The Fabiolus Café

Charles Eberly
The Eberly Company

John Given
CIM

Kitty Gordillo
Hollywood YMCA

Melissa Logan
Amoeba Music

John Lupo
JMPL Property Mgmt.

Harout Markarian
Western Diocese of the
Armenian Church

Elizabeth McDonald
The Los Angeles
Film School

Michael Pogorzelski
AMPAS

Michael Smith
Broadreach Capital
Partners

Fred Rosenthal
Ametron

★★★

Kerry Morrison
Consultant to the
Board



October 31, 2012

TO: Miranda Paster
Office of the City Clerk

FROM: Sarah Besley 
Executive Director
Sunset & Vine Business Improvement District

SUBJECT: Third Quarter Report: July 1, 2012 through September 30, 2012

I. Operational Issues

- At the August Board Meeting, Sarah Besley confirmed that all public agencies paid their assessments, including the now dissolved CRA.
- Copies of the cash flow statement, budget, and reconciliation statement for both the current BID and last year's BID were distributed to the Board in September. All government parcels are current; however Treasurer Duke Gallagher noted that LAUSD deducted 30% per their district-wide policy.
- A variety of issues related to parking surfaced in the third quarter. BID staff compiled a matrix of parking-related issues including: the new Vine Street Parking Garage; the proposed creation of, a public/private parking district in Hollywood; parking meter adjustments and initiatives related to valet parking and a possible valet ordinance. As a result of the dissolution of the CRA, the Chamber and BID have discussed the concept of creating a parking district with the municipal finance firm, Guggenheim Partners. The proposal would package various city-owned parking assets (Cinerama Dome Garage, Hollywood and Highland Garage, Vine Street Garage) and allow for greater community input on pricing, signage, etc.—with the goal to ultimately providing alternatives to situations like the P3 proposal floated last year. Another meeting was scheduled for October 2.
- BID staff met with the County's Director of Environmental Health and representatives from various BIDs. LA County is working to tighten requirements and clarify the laws pertaining to mobile food vending, and invite BIDs in the enforcement of the new provisions. Progress is being made as trucks are now displaying letter grades, just as brick and mortar restaurants are

required to do. Meetings will continue as the County develops draft recommendations.

- Jeff Briggs gave the board a presentation in September regarding document retention, conflict of interest, and whistle blower policies.
- The Hollywood Historic Trust started the repair project for the Walk of Fame, at the northwest corner of Hollywood and Highland. The work will be done in three phases; the first of two will be done before the end of the year. The third will be done after the Academy Awards.
- The Central Hollywood Coalition held the 2012 All Property Owners Meeting for the Sunset & Vine Business Improvement District on Tuesday, July 10, 2012 at the Arclight Theatre in Hollywood. President Brian Folb called the meeting to order, and Steven Ramskill, Senior Manager Theatre Business, Arclight Theatres, welcomed attendees to the venue.

Kerry Morrison, Executive Director HPOA, provided an overview of the meeting, titled "What a Difference a Year Makes." The attendees were shown a short video created by HPOA staff, "Sunrise to Sunset," which highlighted the typical daily activities of those who are employed by and within the District, including the maintenance team and security team.

Afterward, staff reviewed the BID's programs. Joe Mariani Jr. discussed the Security program, with a report from LAPD by Hollywood Area Commanding Officer Beatrice Girmala, and a report from Steve Seyler, Andrews International, on notable arrests and homeless outreach by the security team. Sarah MacPherson provided a summary of Streetscape activities, while Council District 13 Hollywood field deputy Angela Motta spoke about the Hollywood Community Plan. Devin Strecker discussed the Communications and Marketing activities, including the Sunset & Dine event and the BID's pole banner campaign collaboration with Helen Bernstein High School, which was presented with a check from the BID to the art department at the school, to show thanks for the students' work on the campaign. Morrison provided a financial snapshot including an overview of the 2012 Budget, and explained the cost sharing arrangement with the Hollywood Entertainment District, which is also managed by HPOA. The meeting concluded with a question and answer period, followed by a reception.

II. Security

- There have been continued discussions with the management at Jack-in-the-Box (JIB) on Sunset Blvd. Representatives from BID Security and HPOA Staff met with management in June regarding concerns surrounding a disproportionate reliance upon BID security by the business. The goal was to encourage JIB to hire in-store

security to assist with trespassers and other problems. Ultimately JIB signed a trespass form and the call volume diminished.

- We reviewed the Security Contract RFP process with the Board in September. According to the schedule the new contract would be in place by January or February 2013. Board Members Rosenthal, Sassanian and McDonald have volunteered to serve on the selection committee. Approximately 20 companies have expressed interest in submitting a proposal.
- **The following lists our current security stats for the Sunset and Vine BID:**
71 Arrests Made, 231 YTD Total
61 Homeless Referrals, 220 YTD Total
966 Citizens Contacted, 3,100 YTD Total
382 Radio Calls, 1,096 YTD Total
403 Business Contacts, 1,671 YTD Total

III. Streetscape Issues

- Several members from Cleanstreet, the BID's maintenance team, were honored for their hard work by City Council on July 24, 2012 at City Hall.
- Bulky item removal has become a growing challenge in the BID. In the past, the maintenance crew had a staging area for items; however there is no longer space to store them and the maintenance crew must rely on the city's 311 systems. The board continues to discuss potential staging areas and possible lease arrangements.
- HPOA Staff testified at two public hearings to advocate for MTA's call for project funds, which were awarded to the CRA. Now that the CRA is no longer active, the city is looking to identify a community partner to work with city departments to oversee the implementation of the grant. There is approximately \$6m at stake for Hollywood, yet the State must determine whether they will contribute the necessary matching funds to fulfill their commitment to the MTA. The HPOA staff continues to identify next steps. If awarded, the grants would be used for Streetscape improvements such as a landscaped median on Vine Street and street furniture along Sunset Boulevard.

IV. Marketing Issues

- New Sunset and Vine Pole Banners were installed in the BID over the summer. The banners showcase the artwork created by the students from Helen Bernstein High School—a large stakeholder in the BID.

Sunset & Vine – Q3 -10/31/12

- The Sunset & Dine committee has already begun preparations for next year's event. The planning committee is working to strengthen the collaboration with the Motion Picture Academy and is meeting in November to begin planning for the 2013 event.
- Advertising sales for the 2013 Hollywood Visitor's Guide and Map were nearly completed in the third quarter. Several Sunset and Vine businesses participated in the brochure and there is a strong indication that we will reach the \$90,000 sponsorship target.

V. Other

- Joe Mariani and Devin Strecker attended the IDA Conference in Minneapolis in late September. Mariani was a panelist speaking on issues related to Medical Marijuana dispensaries.

CENTRAL HOLLYWOOD COALITION **PROJECTED CASH FLOWS 2012**

9-OCT-12

	ACTUALS												PROJECTIONS				Total 2,012
	January	February	March	April	May	June	July	August	September	October	November	December					
Receipts																	
2012 Property Assessments		661,759		63,265		442,042		30,584	214,587	5,813	5,813	5,813					1,429,675
Grant and Misc. Income						5,089			5,200								10,289
Estimated Interest Income Wells Fargo, Chase		0	9	84	48	53	91	81	66	272	272	272					1,250
Estimated Interest Income County & City				649		223					210	210					1,500
Total Projected Receipts		661,759	9	63,998	48	447,406	91	30,665	219,854	6,294	6,294	6,294					1,442,714
Expenditures																	
1. Neighborhood Issues																	
a. Security		52,991	67,896	54,157	68,427	53,575	56,210	68,011	56,523	66,050	66,050	66,050					743,431
b. District Maintenance	32,298	30,798	30,798	30,798	30,798	30,798	30,798	30,798	30,798	30,298	30,298	30,298					369,576
c. Beautification										10,244	10,244	10,244					30,733
d. Marketing & Consultants	16,644	300	600	1,937	685	11,965	2,797	600	7,224	46	46	46					42,890
e. Social Services																	
2. Management Contract	25,000	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	8,333	8,333	8,333					150,000
3. Professional Services																	
a. Accounting					4,200	2,000					333	333					6,200
b. Legal											37	37					1,000
c. Insurance	10,888																11,000
4. Taxes and Fees		28,594					25										28,619
5. a. Contingency	43	28	48	18	28	29	28	28	28	1,306	1,306	1,306					4,197
b. Delinquency Private										9,333	9,333	9,333					28,000
c. Delinquency Public										4,685	4,685	4,685					14,056
Total Projected Expenditures	152,365	125,210	111,842	99,410	116,638	110,891	102,333	111,937	107,073	130,667	130,667	130,667					1,429,700
Net Cash	(152,365)	636,549	(111,832)	(35,412)	(116,590)	336,516	(102,241)	(81,273)	112,781	(124,372)	(124,372)	(124,372)					13,013
Cumulative Cash	(152,365)	384,184	272,361	236,939	120,349	466,864	364,623	273,360	386,131	261,768	137,386	13,013					13,013

Gross Estimated Billings \$ 1,429,674.81

	Management Plan		2012 Budget		Actuals to Date	
	%	\$	%	\$	%	\$
Security	52.0%	743,431	52.0%	743,431	73.3%	545,282
Maintenance	25.9%	369,576	25.9%	369,576	75.4%	278,682
Beautification	2.1%	30,733	2.1%	30,733		
Marketing & Consulting	3.0%	42,890	3.0%	42,890	99.7%	42,751
Social Services						
Administration, Legal, Accounting	11.8%	168,200	11.8%	168,200	77.0%	129,588
Taxes & City Fees	2.0%	28,593	2.0%	28,593	100.1%	28,619
Contingency	0.3%	4,197	0.3%	4,197	5.9%	250
Delinquencies	2.9%	42,055	2.9%	42,055		
Totals	100%	1,429,675	100%	1,429,675	71.7%	1,025,171

CENTRAL HOLLYWOOD COALITION

CASH FLOW TO DATE AND BALANCE TO DATE

30-SEP-12

	ACTUALS To Date	BALANCE In Budget	TOTAL 2,012
Receipts			
Net Property Assessments	1,412,237	17,438	1,429,675
Grant and Misc. Income	10,289		10,289
Interest Income Wells Fargo	367	883	1,250
Interest Income County & City	871	629	1,500
Total Receipts and Budgeted Balance	1,423,764	18,950	1,442,714
Expenditures			
1. Neighborhood Issues			
a. Security	545,282	198,149	743,431
b. District Maintenance	278,682	90,894	369,576
c. Beautification		30,733	30,733
d. Marketing & Consultants	42,751	139	42,890
e. Social Services			
2. Management Contract	112,500	37,500	150,000
3. Professional Services			
a. Accounting	6,200		6,200
b. Legal		1,000	1,000
c. Insurance	10,888	112	11,000
4. Taxes and Fees	28,619		28,619
5. a. Contingency	250	3,947	4,197
b. Delinquency Private		28,000	28,000
c. Delinquency Public		14,055	14,055
Total Expenditures and Budgeted Balance	1,025,171	404,529	1,429,700
Net Cash	398,592	(385,579)	13,013